

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for:

Sean Patrick Nolan

Serial No. 10/728,663

Filed: 12-04-2003

For: **METHOD AND SYSTEM FOR
AUTOMATING KEYWORD
GENERATION, MANAGEMENT, AND
DETERMINING EFFECTIVENESS**

Examiner: Fawaad Haider

Art Unit: 3627

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Office Action mailed December 11, 2007, in connection with the above referenced patent application, the Applicant respectfully requests reconsideration in view of the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.